Request for Reconsideration after Final Action

The table below presents the data as entered.

Entered		
86587227		
LAW OFFICE 104		
MARK SECTION		
http://tmng-al.uspto.gov/resting2/api/img/86587227/large		
GROUNDED COFFEE		
YES		
YES		
The mark consists of standard characters, without claim to any particular font style, size or color.		

ARGUMENT(S)

This Request for Reconsideration is being submitted in response to the Final Office Action issued on March 7, 2016, a response to which is due by September 7, 2016.

Applicant thanks the Examining Attorney for deeming the requirement to amend the description of goods satisfied.

Applicant respectfully traverses the Examining Attorney's maintenance of her refusal to register the applied-for GROUNDED COFFEE mark on the grounds that it is merely descriptive under Section 2(e)(1) of the Trademark Act for the reasons in Applicant's response to the previous Office Action, which is incorporated herein by reference, as well as for the reasons outlined below.

As noted in Applicant's response to the previous Office Action, which was issued on July 22, 2015, the wording of Applicant's mark is "GROUNDED COFFEE", not "GROUND COFFEE". Therefore, Applicant respectfully submits that the term "GROUNDED" does not describe a feature of the goods Applicant intends to offer in connection with its mark, but is at most suggestive of such goods.

As noted in the Merriam-Webster dictionary, the term "grounded" is "used to describe a person who is sensible and has a good understanding of what is really important in life", "mentally and emotionally stable", "admirably sensible, realistic, and unpretentious". http://www.merriam-webster.com/dictionary/grounded, accessed September 7, 2016 (Exhibit A).

Likewise, the Examining Attorney's evidence of the meaning of "grounded" does not describe a feature of Applicant's goods. According to the Examining Attorney's evidence, "grounded" means "Of or pertaining to an electrical conductor which is connected to earth; earthed", "Not allowed to fly", "Confined to one's room, typically by a parent, as a punishment", "Mature, sensible with well-considered priorities", "Simple past tense and past participle of ground". None of which describe a feature of Applicant's goods.

On the other hand, "ground" is a past participle of "grind". http://www.merriam-webster.com/dictionary/ground, accessed September 7, 2016 (Exhibit B). However, "ground" has many other definitions as well, as shown in Exhibit B.

Further, Applicant respectfully submits that the Examining Attorney is conflating the definitions of "GROUNDED", which is the term used in Applicant's mark, and "GROUND" which can describe coffee, as noted in the Examining Attorney's evidence, but which does not comprise Applicant's mark and does not describe a feature or characteristic of Applicant's goods. Neither the Examining Attorney's evidence, nor any other evidence of record in the instant case, supports the assertion that "GROUNDED" is descriptive as it relates to Applicant's goods.

In fact, Applicant respectfully submits that the term "GROUNDED" in its GROUNDED COFFEE mark is an arbitrary term as it relates to Applicant's goods, with the term having no meaning in the coffee industry. Therefore, Applicant respectfully requests that the Examining Attorney withdraw her refusal under Section 2(e)(1) of the Trademark Act, as Applicant's mark is at most suggestive of the goods in connection with which its mark will be used.

In conclusion, Applicant respectfully requests that the Examining Attorney withdraw her refusal under Section 2(e)(1) of the Trademark Act. Thus, Applicant respectfully submits that its application is now in condition for publication for opposition.

A Notice of Appeal is being filed concurrently herewith.

Sincerely,

/kenya l. williams/

Kenya L. Williams

Gary M. Anderson

Attorneys for Applicant

Fulwider Patton LLP

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EVIDENCE SECTION EVIDENCE FILE NAME(S) evi_38751439-20160907220159674168_._Exh._A-ORIGINAL PDF FILE Grounded___Definition_of_Grounded_by_Merriam-Webster.PDF CONVERTED PDF FILE(S) \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0002.JPG (4 pages) \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xm18\RFR0003.JPG $\label{lem:likelihood} $$\operatorname{IMAGEOUT16}865\872\86587227\xml8\RFR0004.JPG $$$ $\label{limageout16} $$ \prod_{CN} EXPORT16\\IMAGEOUT16\\865\\872\\86587227\\xml8\\RFR0005.JPG$ evi 38751439-20160907220159674168 . Exh. B-ORIGINAL PDF FILE Ground Definition_of_Ground_by_Merriam-Webster.PDF CONVERTED PDF FILE(S) \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0006.JPG (12 pages) \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0007.JPG \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xm18\RFR0008.JPG \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0009.JPG \TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xm18\RFR0010.JPG \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0011.JPG $\label{lem:likelihood} $$ \prod_{S \in \mathbb{R}} EXPORT16 \prod_{S \in \mathbb{R}} 865 872 27 \times \mathbb{R} \\$ \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xm18\RFR0013.JPG \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0015.JPG \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xm18\RFR0016.JPG \\TICRS\EXPORT16\IMAGEOUT16\865\872\86587227\xml8\RFR0017.JPG Exhibits A and B to the Request for Reconsideration, which consist of printouts from DESCRIPTION OF EVIDENCE FILE the Merriam-Webster Dictionary Online. CORRESPONDENCE SECTION

ORIGINAL ADDRESS	GARY M. ANDERSON, Fulwider Patton Llp 6060 Center Dr Fl 10 Los Angeles California US 90045-1598	
NEW CORRESPONDENCE SECTION		
NAME	GARY M. ANDERSON,	
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STATE	California	
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SIGNATURE SECTION		
RESPONSE SIGNATURE	/kenya l. williams/	
SIGNATORY'S NAME	Kenya L. Williams	
SIGNATORY'S POSITION	Associate Attorney, Fulwider Patton LLP, California Bar Member	
SIGNATORY'S PHONE NUMBER	(310) 824-5555	
DATE SIGNED	09/07/2016	
AUTHORIZED SIGNATORY	YES	
CONCURRENT APPEAL NOTICE FILED	YES	
FILING INFORMATION SECTION		
SUBMIT DATE	Wed Sep 07 22:11:18 EDT 2016	
TEAS STAMP	USPTO/RFR-XX.XX.XX.XX.201 60907221118823694-8658722 7-550dbf7e64367b5af77f50e 929523a3519ccef6c80e3c2eb faa5b189de45ae474c-N/A-N/ A-20160907220159674168	

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OMB No. 0651-0050 (Exp 07/31/2017)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. 86587227 GROUNDED COFFEE(Standard Characters, see http://tmng-al.uspto.gov/resting2/api/img/86587227/large) has

been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

This Request for Reconsideration is being submitted in response to the Final Office Action issued on March 7, 2016, a response to which is due by September 7, 2016.

Applicant thanks the Examining Attorney for deeming the requirement to amend the description of goods satisfied.

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In fact, Applicant respectfully submits that the term "GROUNDED" in its GROUNDED COFFEE mark is an arbitrary term as it relates to Applicant's goods, with the term having no meaning in the coffee industry. Therefore, Applicant respectfully requests that the Examining Attorney withdraw her refusal under Section 2(e)(1) of the Trademark Act, as Applicant's mark is at most suggestive of the goods in connection with which its mark will be used.

In conclusion, Applicant respectfully requests that the Examining Attorney withdraw her refusal under Section 2(e)(1) of the Trademark Act. Thus, Applicant respectfully submits that its application is now in condition for publication for opposition.

A Notice of Appeal is being filed concurrently herewith.

Sincerely,

/kenya l. williams/ Kenya L. Williams Gary M. Anderson Attorneys for Applicant Fulwider Patton LLP 6100 Center Drive, Suite 1200 Los Angeles, CA 90045

Tel: (310) 824-5555 Fax: (31) 824-9696

E-mail: docketla@fulpat.com; ganderson@fulpat.com; kwilliams@fulpat.com; crose@fulpat.com

EVIDENCE

Evidence in the nature of Exhibits A and B to the Request for Reconsideration, which consist of printouts from the Merriam-Webster Dictionary Online. has been attached.

Original PDF file:

evi 38751439-20160907220159674168 . Exh. A-Grounded Definition of Grounded by Merriam-Webster.PDF

Converted PDF file(s) (4 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Original PDF file:

evi 38751439-20160907220159674168 . Exh. B-Ground Definition of Ground by Merriam-Webster.PDF

Converted PDF file(s) (12 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

Evidence-7

Evidence-8

Evidence-9

Evidence-10

Evidence-11

Evidence-12

CORRESPONDENCE ADDRESS CHANGE

Applicant proposes to amend the following:

Current:

GARY M. ANDERSON. Fulwider Patton Llp 6060 Center Dr Fl 10 Los Angeles

California

US

90045-1598

GARY M. ANDERSON, of Fulwider Patton LLP, having an address of

6100 Center Drive, Suite 1200 Los Angeles, California 90045

United States 310-824-5555

310-824-9696

The docket/reference number is RTEEG-93962.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /kenva l. williams/ Date: 09/07/2016

Signatory's Name: Kenya L. Williams

Signatory's Position: Associate Attorney, Fulwider Patton LLP, California Bar Member

Signatory's Phone Number: (310) 824-5555

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior

representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: GARY M. ANDERSON,

Fulwider Patton LLP

6100 Center Drive, Suite 1200 Los Angeles, California 90045

Serial Number: 86587227

Internet Transmission Date: Wed Sep 07 22:11:18 EDT 2016 TEAS Stamp: USPTO/RFR-XX.XX.XX.XX-201609072211188236

94-86587227-550dbf7e64367b5af77f50e92952 3a3519ccef6c80e3c2ebfaa5b189de45ae474c-N /A-N/A-20160907220159674168

EXHIBIT A





Popularity: Top 20% of words

Simple Definition of GROUNDED

—used to describe a person who is sensible and has a good understanding of what is really important in life

Source: Merriam-Webster's Learner's Dictionary

Examples: GROUNDED in a sentence

Full Definition of GROUNDED

: mentally and emotionally stable : admirably sensible, realistic, and unpretentious <remains *grounded* despite all the praise and attention>

See grounded defined for English-language learners



Examples of GROUNDED in a sentence

<once his boat was grounded, all he could do was wait for
the tide to come back in and raise it off the sand bar>

First Known Use of GROUNDED

1958

1958

Related to GROUNDED

Synonyms

beached, aground, stranded

Antonyms



Rhymes with GROUNDED

bounded, rounded

TRENDING NOW

1 sophomoric

"It's a sophomoric approach"

2 Labor Day

From the folks who brought you the ...

3 hagiography

Who caused this spike?

4 bigot, bigotry

Trump: "Hillary Clinton is a bigot!"

5 ransom

"We do not pay ransom"

SEE ALL >

BROWSE DICTIONARY

groundburst



ground casing

ground cedar

ground centaury



Phrases related to GROUNDED

Related Phrases

grounded in

WORD GAMES

Take a 3-minute break and test your skills!



Which is the best synonym of **bowdlerize**?

censor

adorn

harden

replace

Learn More about GROUNDED

Thesaurus: All synonyms and antonyms for *grounded* Nglish: Translation of *grounded* for Spanish speakers Britannica English: Translation of *grounded* for Arabic speakers



Test your visual vocabulary with our 10-question challenge!

TAKE THE QUIZ >



Test Your Knowledge - and learn some interesting things along the way.

TAKE THE QUIZ >

Seen and Heard

What made you want to look up *ground* where you read or heard it (including th possible).

43 Comments



Add a comment...



Like · Reply · Aug 21, 2016 7:21pm

EXHIBIT B





Popularity: Top 40% of words

Simple Definition of GROUND

the ground: the surface of the earth

: the soil that is on or under the surface of the earth

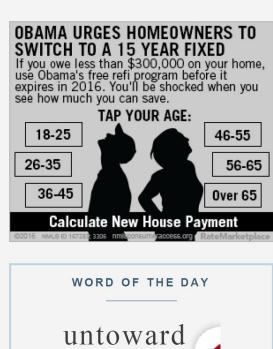
: an area of land

Source: Merriam-Webster's Learner's Dictionary

Examples: GROUND in a sentence

Full Definition of GROUND

- a: the bottom of a body of waterb plural (1): SEDIMENT 1 (2): ground coffee beans after brewing
- 2 a: a basis for belief, action, or argument < ground for complaint> —often used in plural < sufficient grounds for</p>



untoward
unruly, unfavorable, or improper

Get Word of the Day daily email!

SUBSCRIBE

divorce>

b (1): a fundamental logical condition (2): a basic metaphysical cause

a: a surrounding area: BACKGROUND

b: material that serves as a substratum

4 a: the surface of the earth

b: an area used for a particular purpose <the parade *ground*> <fishing *grounds*>

c *plural*: the area around and belonging to a house or other building

d: an area to be won or defended in or as if in battle

e: an area of knowledge or special interest <covered a lot of *ground* in his lecture>

5 a: SOIL, EARTH

b: a special soil

a: an object that makes an electrical connection with the earth

b: a large conducting body (as the earth) used as a common return for an electric circuit and as an arbitrary zero of potential

c: electric connection with a ground

7 : a football offense utilizing primarily running plays

—from the ground up

1 : entirely new or afresh

2 : from top to bottom: THOROUGHLY

—into the ground

: beyond what is necessary or tolerable : to exhaustion exhaustion labored an issue into the ground — Newsweek>

TRENDING NOW

1 sophomoric

"It's a sophomoric approach"

2 Labor Day

From the folks who brought you the ...

3 hagiography

Who caused this spike?

4 bigot, bigotry

Trump: "Hillary Clinton is a bigot!"

5 ransom

"We do not pay ransom"

SEE ALL >

BROWSE DICTIONARY

gross tonnage



grossular

grossularia

grossulariaceae

grossularite



-off the ground

: in or as if in flight: off to a good start <the program never got off the ground>

—on the ground

: at the scene of action

Examples of GROUND in a sentence

An apple fell to the ground.

Mechanical problems kept the plane on the ground.

They were lying on the ground.

The flight was watched by many observers on the ground.

planting seeds in the ground

She drove a spike into the ground.

They built their house on bare ground.

We realized that we were on hallowed ground.

They built their house on high ground.



WORD GAMES

Take a 3-minute break and test your skills!



Name that color:

wisteria

orange

chartreuse

aqua



Test your visual vocabulary with our 10-question challenge!

TAKE THE QUIZ >



Test Your Knowledge - and learn some interesting things along the way.

TAKE THE QUIZ >

Each fall the birds return to their wintering grounds.



steamed to perfection







Origin and Etymology of GROUND

Middle English, from Old English grund kin to Old

Related to GROUND

Synonyms demesne, park, premises (also premisses), yard

Related Words

ground

verb

Simple Definition of GROUND

- : to provide a basis or reason for (something)
- : to cause a ship or boat to hit the ground below the water so that it cannot move
- : to prevent (an aircraft or a pilot) from flying

Source: Merriam-Webster's Learner's Dictionary

Full Definition of GROUND

transitive verb

1 a: to bring to or place on the ground

b: to cause to run aground

2 a: to provide a reason or justification for <our fears about technological change may be well grounded — L. K. Williams>

b: to furnish with a foundation of knowledge: BASE <an understanding ... that is *grounded* in fact — Michael Kimmelman>

3 : to connect electrically with a ground

4 a: to restrict to the ground < ground a pilot>

b: to prohibit from taking part in some usual activities <*grounded* her for a week>

 to throw (a football) intentionally to the ground to avoid being tackled for a loss

intransitive verb

1 : to have a ground or basis: RELY

2 : to run aground

3 : to hit a grounder < grounded back to the pitcher>

Examples of GROUND in a sentence

They grounded the ship on a sandbar.

The plane was grounded by mechanical problems.

Bad weather grounded his flight.

a pilot grounded by health problems

First Known Use of GROUND

13th century

Related to GROUND

Synonyms base, hang, predicate, rest

Related Words establish, found; assume,

³ ground

Definition of GROUND

past and past participle of GRIND

Rhymes with GROUND

bound, crowned, found, hound, mound, pound, round, sound, swound, wound

Phrases related to GROUND

Related Phrases

burial ground

feeding ground

grind down

ground level

ground staff

dangerous ground/territory

familiar ground

gain ground on

get off the ground

grind along

GROUND Defined for Kids



Definition of GROUND for Students

- 1 : the surface of the earth <Leaves fell to the ground.>
- 2 : ²SOIL 1, EARTH <The beans themselves popped out of the *ground*. Laura Ingalls Wilder, *Little House on the Prairie*>
- 3 : the bottom of a body of water <The boat struck ground.>
- 4 : an area of land <sacred ground>
- 5 : an area used for some purpose <a hunting ground>
- **6 grounds** *plural* : the land around and belonging to a building <the school *grounds*>
- 7 : BACKGROUND 1
- **8** : a reason for a belief, action, or argument <What is the *ground* for your complaint?>
- 9 : an area of knowledge <We covered a lot of ground in class.>
- 10 : a level of achievement or success <The company is losing ground.>
- **11 grounds** *plural* : material in a liquid that settles to the bottom <coffee *grounds*>



Definition of GROUND for Students

grounded grounding

- to provide a reason for <The practices are grounded in tradition.>
- 2 : to instruct in basic knowledge or understanding <The students are well *grounded* in math.>
- 3 : to run or cause to run aground < ground a ship>
- 4 : to connect electrically with the ground
- 5 : to prevent (a plane or pilot) from flying
- 6 : to prohibit from taking part in certain activities as punishment <My parents grounded me for a week.>



Definition of GROUND for Students

noun

Legal Definition of GROUND

- 1 : the foundation or basis on which knowledge, belief, or conviction rests: a premise, reason, or collection of data upon which something (as a legal action or argument) relies for validity <sued the city on the ground that the city...had wrongfully released...records City of Lawton v. Moore, 868 P.2d 690 (1993)> listed adultery and alcoholism as the grounds for divorce>
- 2 : a piece or parcel of land <the design being to create high *ground* for use during overflow periods *Bright v. Perkins*, 239 S.W.2d 281 (1951)> <a sudden disruption of a piece of *ground* from one man's land *Porter v. Arkansas Western Gas Co.*, 482 S.W.2d 598 (1972)>

- groundless adjective

²ground

transitive verb

Legal Definition of GROUND

: to furnish a ground for : set on a basis <that court grounded the disclosure requirement in negligence law — Scott v. Bradford, 606 P.2d 554 (1979)> <an argument grounded on falsehoods>